



Mastery OF Marketing

Brown Harris Stevens

Mastery OF THE Craft



MEANS A PERSONALIZED MARKETING STRATEGY TO SELL YOUR HOME.

As your exclusive broker, Brown Harris Stevens is uniquely qualified to market your residential property. Each one of our comprehensive, bespoke marketing programs is built around a highly effective, interactive advertising and marketing campaign that precisely targets critical audiences—both domestic and international.

By utilizing our award-winning in-house marketing team; co-broking with all Real Estate Board of New York residential members; and leveraging the networks of our valued industry affiliations, we reach extensive national and international audiences. Additionally, we possess unique insights into board requirements through Brown Harris Stevens Residential Management, which manages many of Manhattan's most distinguished buildings.

BHS brokers are exceptional, transacting on average over **\$7 billion in sales** each year in New York City alone. Our agents average more than 20 years in residential real estate, by far the highest in the industry. In 2023, **BHS ranked #1** for our agents' average sales prices, which are the highest out of 86,000 firms in the U.S.

Through our custom marketing and advertising, our global reach, and our agents' industry-leading expertise, BHS is committed to selling your property in the shortest possible time and achieving the maximum market price—while providing the highest level of service.

Targeted Email Marketing

Our E-Commerce and Design Teams collaborate to promote your property in the most attractive way to the most qualified list of agents who currently represent, or have recently sold, a similarly priced exclusive near your listing.

In addition to creating email campaigns that promote your property to other agents and interested buyers, we also produce consumer-facing weekly and monthly email newsletters that showcase select listings to thousands of recipients.



Digital Advertising Technology



BHS utilizes a number of digital programs to automatically promote our listings on widely viewed websites. The list of publications is long, covering up to 1,000 at times, and is determined by an algorithm that identifies online search behavior and consumer interests that overlap with property searches.

HOW DOES THIS WORK? After a consumer visits our site (brownharrisstevens.com), an invisible tracker follows them around the internet, serving them with BHS listing advertisements when they visit a website that is part of the list of widely viewed publications. You can receive reports of traffic and proof of ad appearances upon request.

Syndication

WHERE DOES YOUR LISTING APPEAR ONLINE?

BHS has over 200 online partners that accept our direct exclusive listing feed. Each listing is presented inside the real estate search section of all of our partner sites.



At present, our primary partners are:

WSJ.com

LeadingRE.com

BrickUnderground.com

Barrons.com

Realtor.com

Mayfairinternationalrealty.com

MansionGlobal.com

Brownstoner.com

Streeteasy.com

Juwai.com

UrbanDigs.com

Zillow.com

Barrons.com/penta

Zumper.com

Trulia.com

Marketwatch.com

Apartments.com

LuxuryPortfolio.com

Homes.com

High-Net-Worth Targeted BHS Digital Advertising

All BHS sales exclusives over \$1M will receive a 3-month digital advertising campaign on a multitude of sites that are specifically geared toward high net worth audiences in the NY Metro and South Florida areas.



Brand Partnerships

We at Brown Harris Stevens are proud to offer a variety of exclusive brand partnerships for clients to take advantage of as they market and sell their properties. Our incentive pricing on top-rated home décor and short-term furniture rental services allow you to stage your home in its best light, while valuable discounts on moving and storage, high-end appliances, and home electronics ensure a seamless relocation experience. Here are some of the brand partnerships we have to help you during your sales journey and beyond:

FURNITURE

DECLUTTERING

DÉCOR

URBAN & SUBURBAN LANDSCAPING

ART

MOVING

STAGING

STORAGE

APPLIANCES

EDUCATIONAL CONSULTANCY

ELECTRONICS

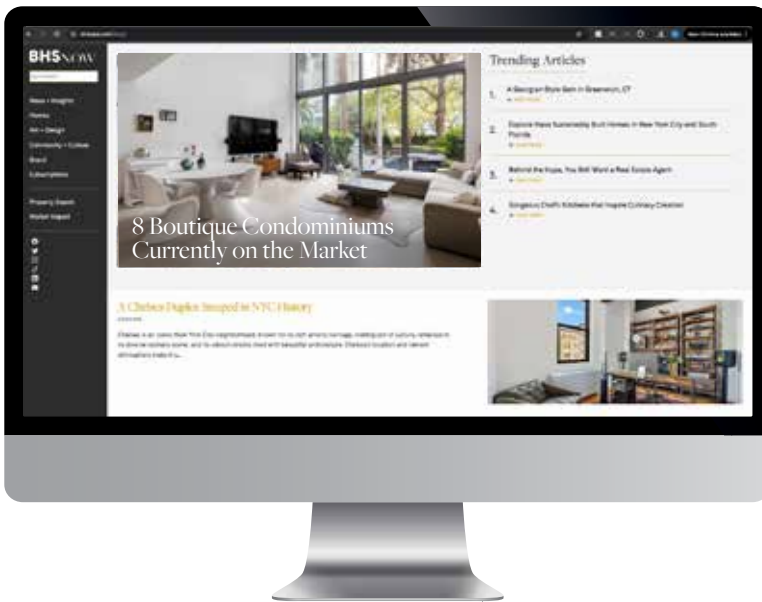
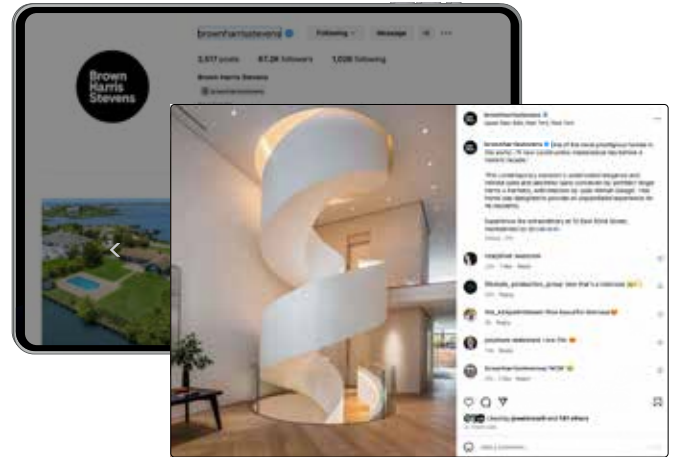
FOOD & WINE FOR EVENTS

BHS PR *Public Relations*

For unique or special-interest properties, our Communications and Public Relations Team will leverage our extensive relationships with digital, print, TV, and other media outlets to obtain appropriate publicity.

Social Media

Our social media strategists work directly with agents to create unique and dynamic content. Architectural photography, professional video content, and specialty motion graphics are shared by our agents and on our corporate channels to tens of thousands of followers. Posts are also boosted to strategically targeted audiences using our predictive buyer makeup analysis.



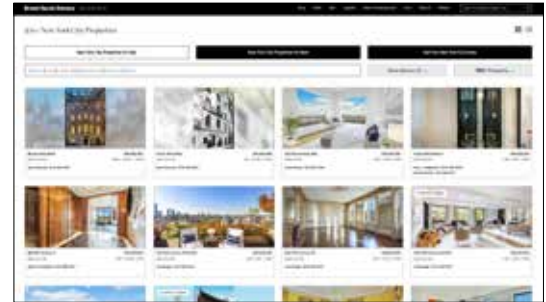
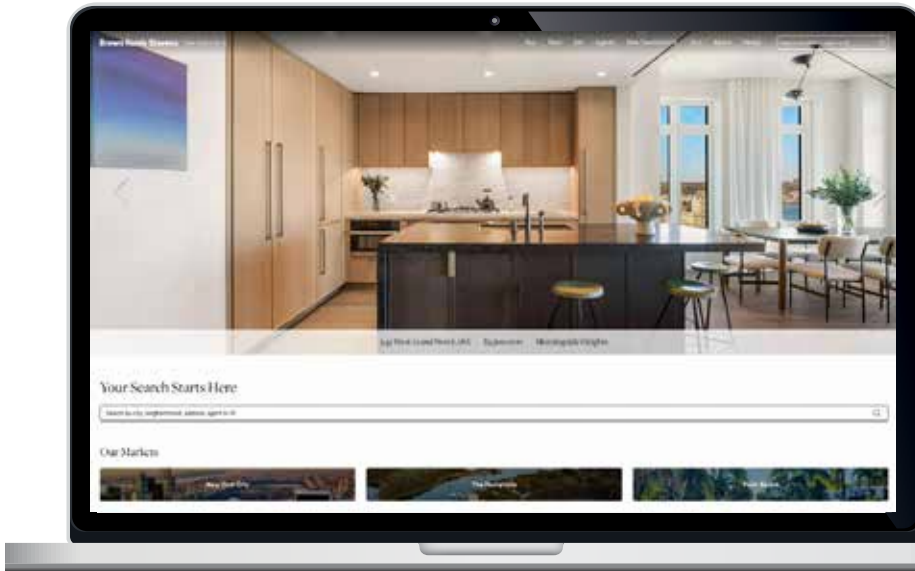
BHS Now Blog

Our newly revamped blog is read by tens of thousands of weekly visitors and features top stories about our listings, agents, neighborhoods, developments, and more—drawing more organic traffic to your home and our website.

Taxi Top Advertising

Dynamic digital ads on top and inside of NYC Taxi Cabs. Ads can be targeted to a specific neighborhood or even an individual block, perfect for hyper-local listing advertising of a new listing announcement or upcoming open house.





BrownHarrisStevens.com

The finest homes in New York City, the Hamptons, Palm Beach, Miami, Connecticut, New Jersey, and Hudson Valley live on BrownHarrisStevens.com, the official real estate search portal for Brown Harris Stevens clients. Hundreds of thousands of high-net-worth monthly visitors from over 150 countries search the 200,000 listings available on our award-winning website.

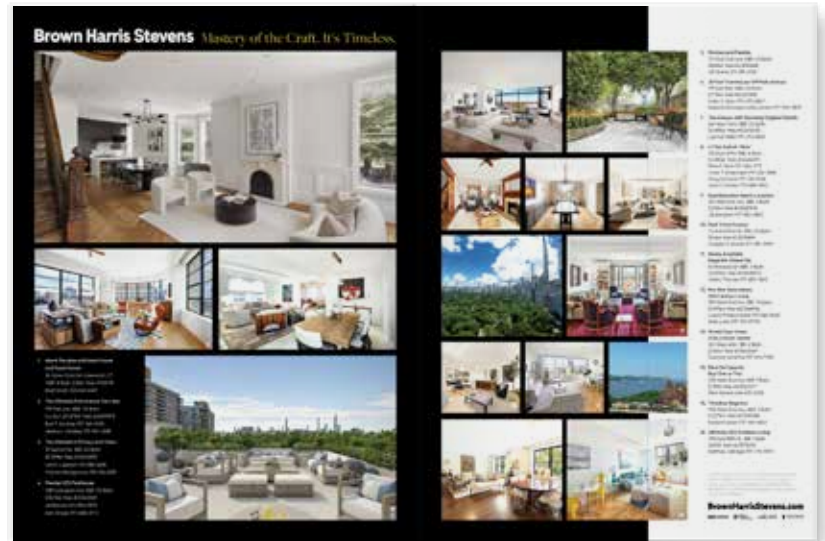


Microsites

Dedicated solely to your listing, your property microsite is custom-created by our design team to shine a spotlight on your home. It features your listing's photos, description, 3D Walkthrough/Tour, video tour, and a chatbot that gathers contact information from site visitors so that your agent can reach them over email.

Print Advertising

We place prominent and regular print advertisements, under the distinguished Brown Harris Stevens brand, in such publications as The New York Times, Wall Street Journal, Brownstoner, and many others.



Exceptional Residential Properties

While Brown Harris Stevens celebrates all residential real estate, some homes are unequivocally special and unique. Exceptional Residential Properties is a print and digital magazine that showcases these amazing listings from across our regions, and internationally through BHS Partnering Worldwide. It is inserted in The New York Times four times a year, drawing countless buyers to our listings.

Connected TV/Streaming Advertising

Many consumers have shifted from cable to streaming. Connected TV/Streaming advertising is targeted to you, the consumer, while factoring in your search patterns, interests, geo-location, and household income, to the type of ads that are served to you on connected TV/streaming apps and devices.





Strategically Located Storefronts

Our New York City office storefronts showcase exclusive listings on prominent windows and feature street-level plasma screens to display listings continuously. Strategically located on major streets and in affluent areas like Lincoln Center, Tribeca, and other prime spots throughout NYC, as well as Palm Beach, Miami, Connecticut, the Hamptons, and the Hudson Valley.

Professionally Designed and Printed Collateral

You will have the benefit of beautiful, full-color digital and print marketing materials including property show sheets, targeted mailers, contactless brochures, important property brochures, and more—all featuring QR code technology.

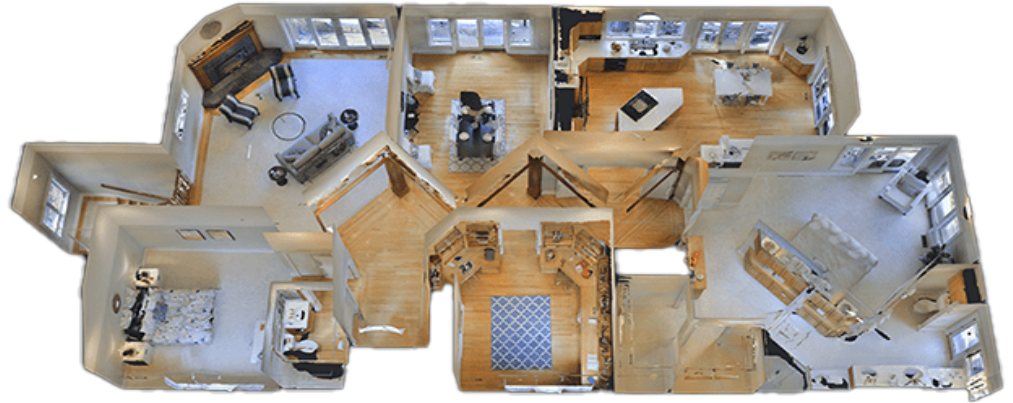


Introducing Flowcodes

A Flowcode is a more attractive, next-generation QR code. It works like a standard QR code. Furthermore a Flowcode also gives us access to usage analytics. We can report on the number of users that have scanned your code, when the user scanned (down to the hour), and whether they're an Android or iPhone user.

3D Walkthroughs

Potential buyers can tour your listing 24 hours a day through our virtual walkthrough technology. Viewers can navigate a 3D “view from above” floorplan (or dollhouse perspective) to observe the home’s layout and room details.



Virtual Staging/ Renovation

If any rooms in your property require a fresh look or attractive furniture/decor, we can virtually stage or renovate them in order to help buyers visualize the potential of the space.

Floorplan Drafting

The most experienced drafters in the industry will create floorplans for your property, showcasing the most accurate dimensions and layout.



Architectural Photography

By collaborating with the premier photographers in the industry, we produce high-quality, professional images of the interiors and exteriors of your property, as well as its amenities and the neighborhood.



Video Production

We partner with top professional film crews to produce cinema-quality, award-winning short films that bring your property to life and provide an emotional connection to the unit. These are then distributed to our online partners as well as posted on our website and YouTube to maximize the total number of views by potential buyers.

Curate BY BHS

**MAXIMIZE YOUR HOME'S VALUE AND
MINIMIZE ITS TIME ON THE MARKET.**

Curate by BHS makes your home-selling process seamless, whether your home needs a minor refresh or a complete transformation. With no upfront costs, Curate lets you unlock your home's true potential and pay for your upgrades only after you sell.



Global Reach

BHS PARTNERING WORLDWIDE®

A thriving mutual advertising and marketing vehicle for important listings from the most respected, high-end brokerages in the world, Partnering Worldwide is unique in the marketplace. It allows listing agents to directly market properties on the websites of top brokerages around the globe. From our homepage, a visitor can view listings across any of our locations or Worldwide with the listing agent's information and firm prominently displayed as the point of contact.

LP LUXURY PORTFOLIO INTERNATIONAL®

With 200-plus selected affiliates, Luxury Portfolio International® is a custom luxury marketing program that is supported and marketed by 565 companies, 4,300 offices and 130,000 associates that produce approximately \$375 billion in sales annually, with over one million transactions in 60+ countries. Luxury Portfolio's global reach is demonstrated by its website visitors from over 200 countries/territories every month, site translation in nine languages, and conversion to multiple currencies with billions of dollars in inventory.

Leading REAL ESTATE COMPANIES OF THE WORLD®

As an exclusive member of Leading Real Estate Companies of the World®, we share our listings with a network of 550 other market-leading independent residential brokerages across the globe spanning over 70 countries, with 550 firms and 135,000 sales associates producing over 1.1 million transactions valued at \$372 billion annually.

In 2023 while domestic and global concerns affected our world, Brown Harris Stevens met market challenges with strength. Despite these challenges we sold NYC residential real estate totaling:

\$4.9 billion dollars (\$4,945,199,552)

42% of total sales were co-ops

40% of total sales were condos

18% of total sales were townhouses

BHS Agents:

Sold more homes per agent in NYC than any other firm.

The Real Deal

In NYC we closed:

1,171 properties under \$1M.

1,180 properties between \$1M and \$5M.

159 properties over \$5M.

25 properties over \$15 million which clearly demonstrates how our outstanding reputation, strength, and great success at the high end of the market continued in 2023.

These statistics signify the pinnacle of success in residential sales. Our brand is the most respected in our industry, known for achieving records at the high end of the market that stand the test of time, while successfully supporting sales in all our markets, not just the high end.

Abbe F. Willkie

We have provided generations of clients exceptional expertise in residential real estate service for more than 150 years. Our historic dominance of the high end of the market continued in 2023. We frequently and continuously break our own records.

Statistics
2023

All-Time Statistics NYC

We have provided generations of clients exceptional expertise in real estate service for more than 150 years. Our historic dominance of the high end of the market continued in 2023. We frequently and continuously break our own records.

Co-Ops

Four of the Top 5 prices ever paid for a Co-Op.

Five of the Top 10 highest prices ever paid for a Co-Op.

Ten of the Top 20 highest prices ever paid for a Co-Op.

Forty percent of the Top 50 prices ever paid for a Co-Op.

(*excluding off-market properties)

Condos

The highest price ever paid for a non-new development Resale Condo.

Two of the Top 10 highest prices ever paid for a non-new development Resale Condo.

Townhouses

The highest price ever paid for a Townhouse.

Two of the Top 4 highest prices ever paid for a Townhouse.

Seven of the Top 15 highest prices ever paid for a Townhouse.

Forty-four percent of the Top 25 prices ever paid for a Townhouse.

Forty-seven percent of the Top 50 prices ever paid for a Townhouse.

**We were named a 2023 GameChanger by RealTrends for achieving
163% TRANSACTION GROWTH OVER THE LAST 5 YEARS.
One of only 18 firms nationwide to receive this designation.**

Connecticut

we are a leader in Lower Fairfield County in sales of waterfront homes and hold records for highest prices in New Canaan, Darien, Stamford, and Rowayton.

New Jersey

we sell more homes over \$1M than any other firm in our markets.

The Hamptons

we have achieved record sales throughout the East End for over 30 years.

Miami

we hold the record for the highest price ever paid for a Condo.

Palm Beach

we had 1/4 of all single-family home sales in all of Palm Beach last year.

Nationwide

we are ranked #1 in the Nation by REAL Trends with the highest average sales price per agent in the US.



FEATURED ON:



[GETMORENETWORK.COM](https://www.getmorenetwork.com)

MORE NETWORK

POWERED BY:

Brown Harris Stevens

**WANT MORE GREAT
REAL ESTATE CONTENT
ANY TIME, ANYWHERE?**

Introducing the Mastery of Real Estate (MORE) Network powered by Brown Harris Stevens covering the latest market trends and industry news across 22 podcasts and episodic series viewed and downloaded over 500,000 since our launch. We're even broadcasting live from The Real Deal Real Estate showcase - scan the flowcode or visit [getmorenetwork.com](https://www.getmorenetwork.com) to subscribe for MORE content.